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DEPARTMENT OF HEALTH & FAMILY WELFARE
KARNATAKA STATE AIDS PREVENTION SOCIETY

Sir. C.V. Raman General Hospital, 2nd Floor, 80 feet road, Indiranagar, Bengaluru.

KSAPS/BS/Gen-Ltrs/16/2017-18.

Dated 03-06-2019

To,

All Blood Bank Medical Officer,
Blood Bank Government/Private.
Karnataka.

Dear Medical Officers,

Sub : Blood Donations Product at Facebook to make an impact on Voluntary Blood Donations.

KSAPS in partnership with Facebook is initiating blood donation campaign in the State. Blood Donations on Facebook shows people opportunities to donate in their city, including nearby blood donation events and requests from blood banks. It is also made it easy for blood banks to add requests and events to the hub.

Blood Banks in Karnataka, by offering to whitelist their Facebook pages for using Blood Donation tools. Blood Banks to increase walk-ins at the Blood Banks.

In order to make sure the use of tool effectively, we would suggest that the Blood Banks:

- Labtechnician, Staff Nurse and Counsellors are use the Facebook tools, stationed on premise, and has access/authorization to manage your Facebook page, create page created requests, and events. The key role this person plays is receiving phone calls or responding to enquiries from potential donors and encouraging people to come in to the blood bank to donate.
- Are motivated to use Facebook blood donation tools on a regular/frequent basis - such as Page Created Requests, Events, and Blood Donation Hub. Note that you can create on-premise events using Facebook tools to increase walk-ins. Based on their requests and their monthly inventory needs, potential donors will be receiving notifications on FB. They can provide qualitative feedback to Facebook through the partnership manager so we can adjust notifications accordingly.
- Sending regular feedback on the product and their experiences so that Facebook can together create a sustainable model of attracting, retaining and increasing voluntary donations.
- **Steps to follow to On-board your Blood Bank into Facebook Blood donation tool:**
 1. Open Google Chrome on the Android phone and type this link
<https://www.facebook.com/blooddonationspartner>
 2. After signing in, this should automatically redirect you to the Facebook app
 3. Verify that your name, email and phone number or country code are pre-filled if they're available on your Facebook account.
 4. Attempt to submit the form by clicking on "Continue".
 5. Website detail is optional
 6. The following errors will prevent submission: Missing blood bank name, Invalid email and Invalid phone number

Facebook representative Mr.Umesh K .Kedia, Partnership Manager, Contact No. 09121278038 will extend their support in the following ways:

- Training for the Facebook tools
- Donor Awareness materials for Blood banks that require it.
- Any troubleshooting
- Regular cadence of feedback meetings

Jointly, KSAPS, Facebook and Blood Bank have hope that by raising awareness and letting people know where and when they can donate, Facebook can increase blood donations and contribute to a more sustainable blood supply.



Project Director
KSAPS, Bangalore.

Copy To,

- 1) DPO, District AIDS Prevetion Control Units, in the State.
- 2) Mr.Umesh K .Kedia, Partnership Manager, Face Book, New Delhi.